



Ceramic Infused **Car Polishes**

Q&A



What are ceramic car polishes?

Typically, ceramic car polishes are referred to as a type of glass coating that is applied and chemically bonded with heat and time to the vehicle's factory paint in a dry and controlled environment. The common active ingredient is typically a silicone oxide type chemistry with a reactive end group. This should not be confused with other silicone containing agents used in tire dressings and as drying agents and sealants.

How do you apply a ceramic polish?

Car surface must be clean, all polish, wax or surface contaminants must be removed. The material is applied and then after a period of time the excess removed. The vehicle must be dry upon application and allowed to cure for several hours without water contact. After a successful application procedure, it will leave a semi-permanent protection layer on the vehicle's surface.

What does ceramic infused really mean for tunnel or any automated wash applications?

Based on current chemical formulation, industry knowledge, and the reactivity of the active chemicals, it would be exceptionally challenging in a tunnel car wash environment. Application of these types of chemicals are best suited for a controlled, dry and clean environments such as detail shops.

Does CSI® offer a ceramic product?

CSI® specializes in water dilutable products for in-bay automatic, tunnel, and self-serve car washes and are robust in these environments. Usually, ceramic coating agents are not dilutable with water due to the decomposition of the active chemicals. CSI® offers advanced sealant and protection products that are the best water dilutable formulations without creating any deactivation of the coating agents. CSI® protection products provide not permanent, but a very long-lasting durable coating. This performance aspect is specifically designed in our product formulation to prevent dirt and blemishes from being permanently locked beneath the vehicle's chemical surface treatment.

We hope this helps you gain a little more understanding about why CSI's Lustra® Products scientific formulations and our MiraShield® 6-Steps to Shine process is "BETTER" than ceramics!!

Contact your CSI® Distributor or RSM to learn more on combatting "Ceramic" promotions or to get a copy of any of our brochures to help educate your customers and consumers!



920-337-2175